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KEYED BY -----TAMMY 33180
AUTHOR -----LEE M/SHAUN
CREATE DATE --01/27/95
TRANS DATE --01/30/95
TOPIC -----CIGARETTES RESET
SEND TO. DEPT -057
COPIES -----0001

MESSAGE DESTINATIONS:

STORE TYPE(S) ----- ALL KMARTS
ALL KMART REGIONAL MANAGERS HOME STORES
ALL KMART SUPER K CENTERS

TEXT LINES:

WHO SHOULD
READ THIS
MESSAGE STORE MANAGEMENT TEAM
FROM SALES SUPPORT
SUBJECT CIGARETTES RESET
INFORMATION BEGINNING FEBRUARY 20, ALL STORES WILL HAVE CHANGES MADE TO THEIR CIGARETTE LAYOUT AND RACKS IN THE STORE. THIS
RESET WILL TAKE APPROXIMATELY THREE MONTHS TO COMPLETE IN ALL KMART STORES.
R.J. REYNOLDS REPRESENTATIVES WILL BE VISITING YOUR STORE ONE WEEK PRIOR TO YOUR SCHEDULED RESET DATE TO CLEAR
OUT/CONDENSE A 4' SECTION OF CARTONS.

A SERVICE COMPANY (SLATE) WILL CALL STORE MANAGERS APPROXIMATELY TWO DAYS PRIOR TO THE RESET DATE TO SCHEDULE
AN APPROPRIATE TIME FOR THE RESET. SLATE SERVICE REPS. WILL COMPLETE THE CHANGES. SOME OF THE CHANGES ARE:

- A REDUCTION OF CARTON INVENTORY (APPROXIMATELY 400 CARTONS).
- ELIMINATION OF THE PHILIP MORRIS INDIVIDUAL PACKS 4' RACKS (TO BE PLACED IN STOCKROOM FOR THE PHILIP MORRIS
REP).
- RELOCATING LOOSE PACKS TO A NEW PACKAGE FIXTURE INSERT (PROVIDED BY SERVICE) TO BE PLACED WITHIN YOUR EXISTING
CARTON MERCHANDISER.
- MOVE THE EXISTING ENDCAP PFD TO A BARGAIN TABLE LOCATION CLOSEST TO THE CURRENT PFD LOCATION AND INSTALL A
NEW DUAL SIDED PRO LOOSE PACK QUAD. (FOR NEW AND REFURBISHED STORES AND STORES WITH MORE THAN 5 BARGAIN TABLES).
- INCORPORATING THE "BEST VALUE" LANEBLOCKER MERCHANDISE INTO THE PFD LOOSE PACK FIXTURE. (USE THE EMPTY
LANEBLOCKER FOR SEASONAL GOODS UNTIL OTHERWISE INSTRUCTED).
- THE REMOVAL OF THE "POWER POLE" LOOSE PACK RACKS. (MERCHANDISE WILL BE WORKED INTO EXISTING LAYOUT. PLACE
RACKS WITH THE OTHER PHILIP MORRIS RACK FOR THE REP).

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IF YOU HAVE ANY QUESTIONS, CONTACT DON WILLIAMS AT 1-810-643-1714 OR BILL RAGSDALE AT 1-800-457-5283.

EXCESS FULL CARTONS (IF ANY) WILL BE WORKED INTO FIXTURES AS PRODUCT SELLS DOWN. THESE LOOSE PACKS CANNOT BE RETURNED.

TO MAKE THIS CHANGE/RESET SMOOTH AND SUCCESSFUL, PLEASE GIVE THE TOBACCO COMPANIES, THE DISTRIBUTION COMPANY AND THE SERVICE REPS, YOUR USUAL FINE COOPERATION. ALL THE CHANGES WILL BE MADE BY OUTSIDE RESOURCES - LITTLE STORE LABOR. THESE CHANGES WILL ULTIMATELY HELP SALES AND PROFIT IN THIS CATEGORY. ANY SPACES OR MARKS THAT BECOME FREE BECAUSE OF THIS RESET ARE TO BE USED FOR SEASONAL GOODS.